

FIG. 1A

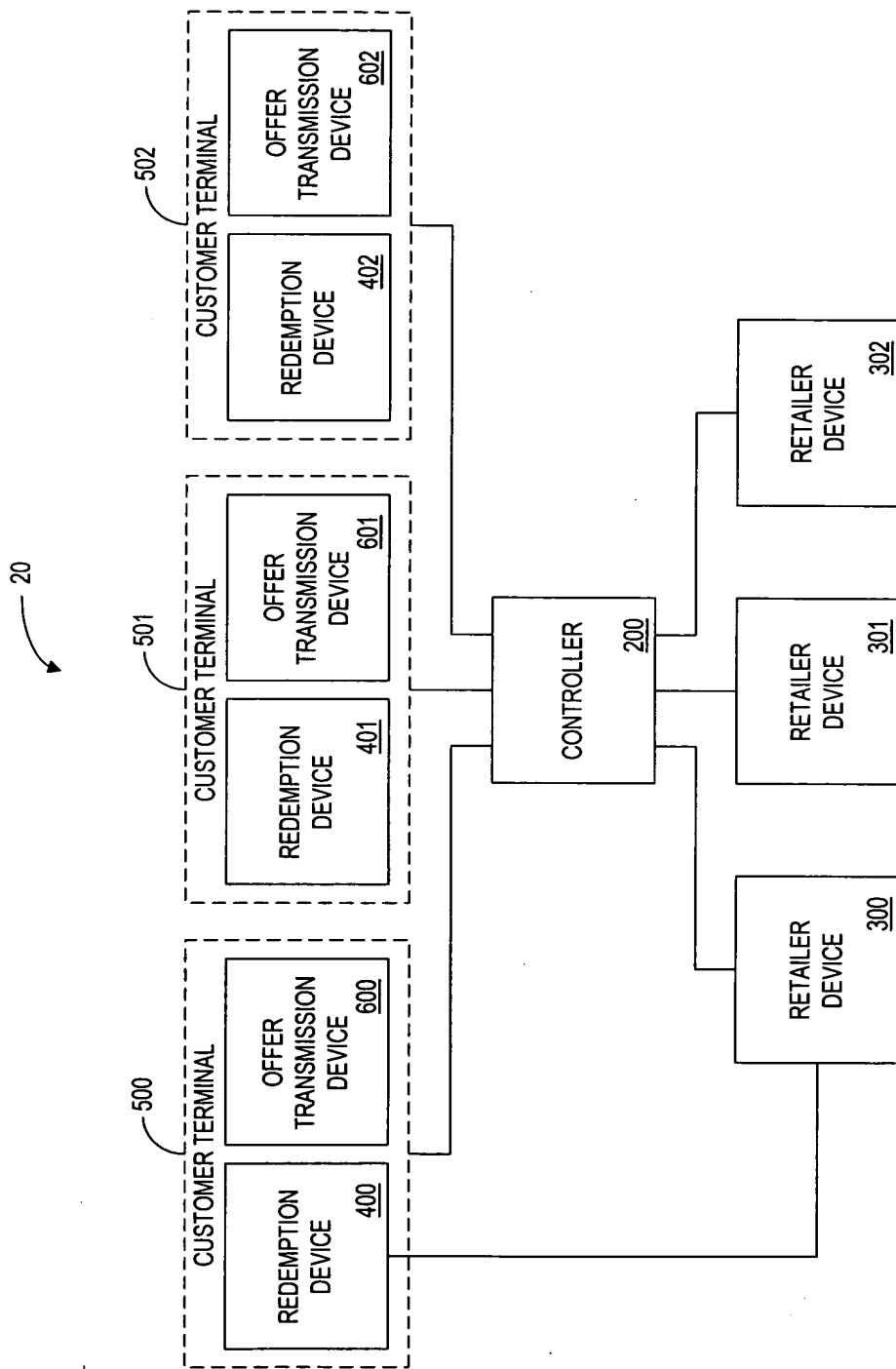


FIG. 1B

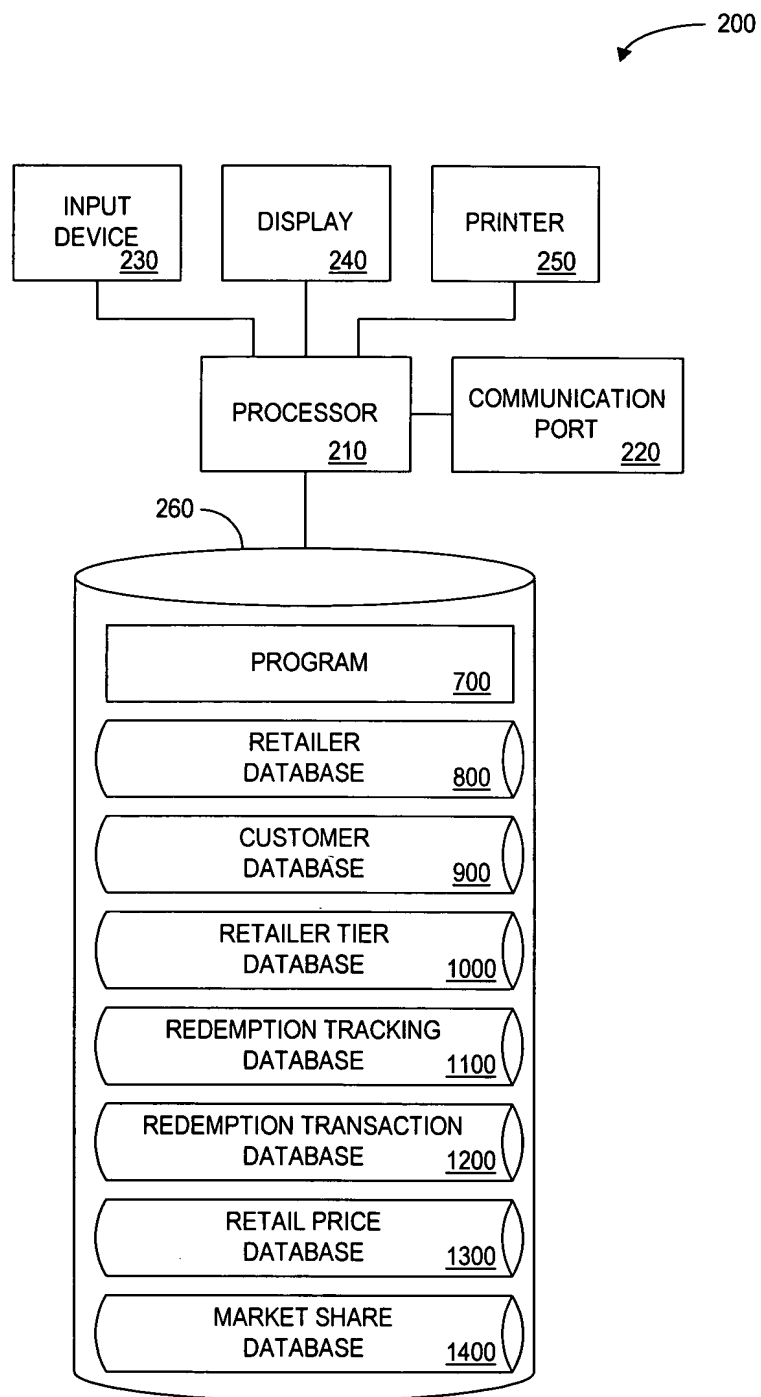


FIG. 2

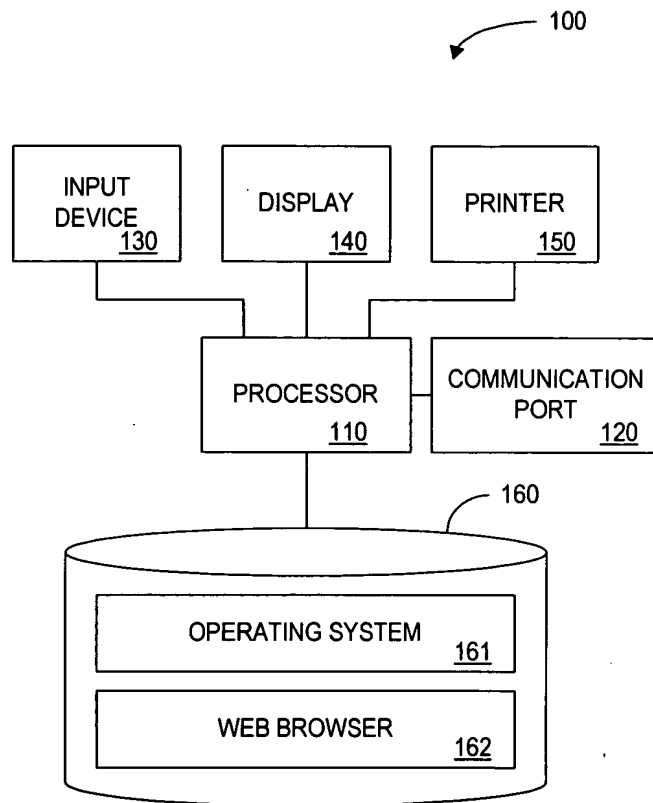


FIG. 3

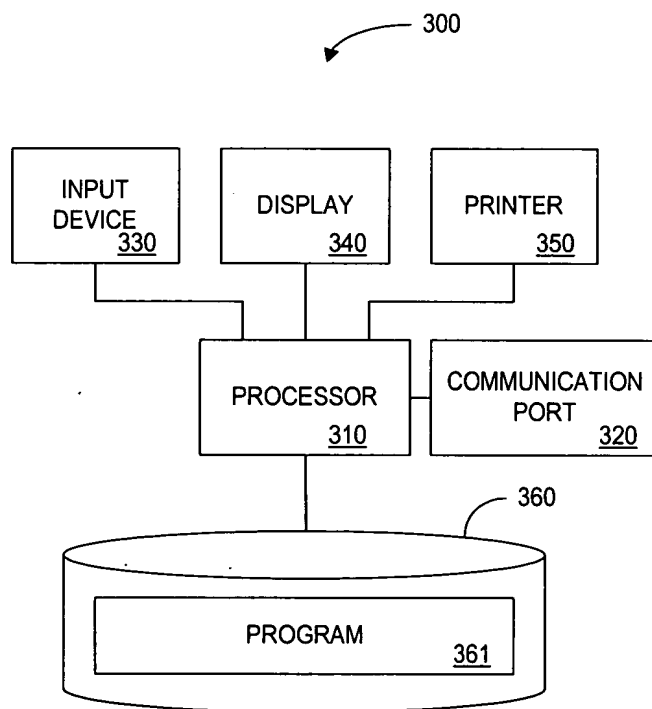


FIG. 4A

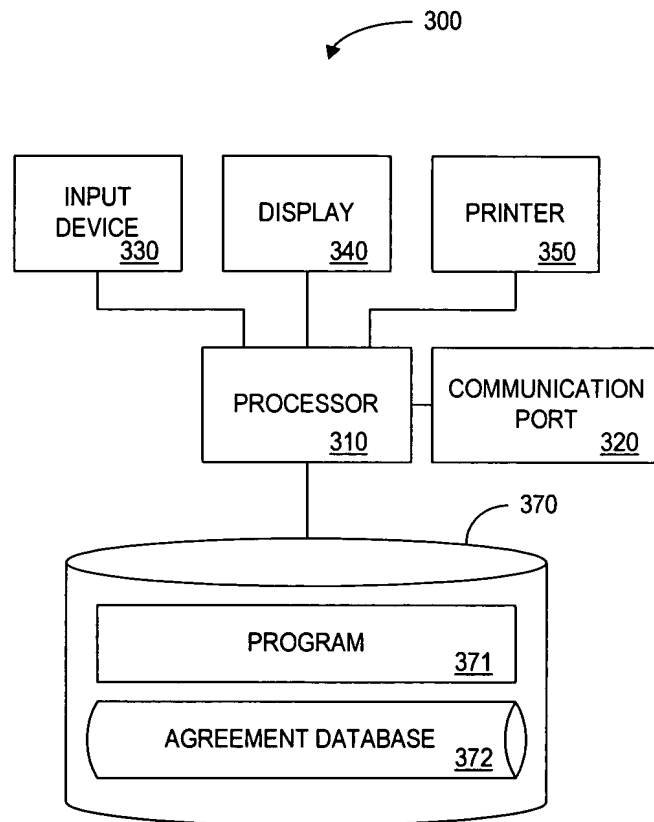


FIG. 4B

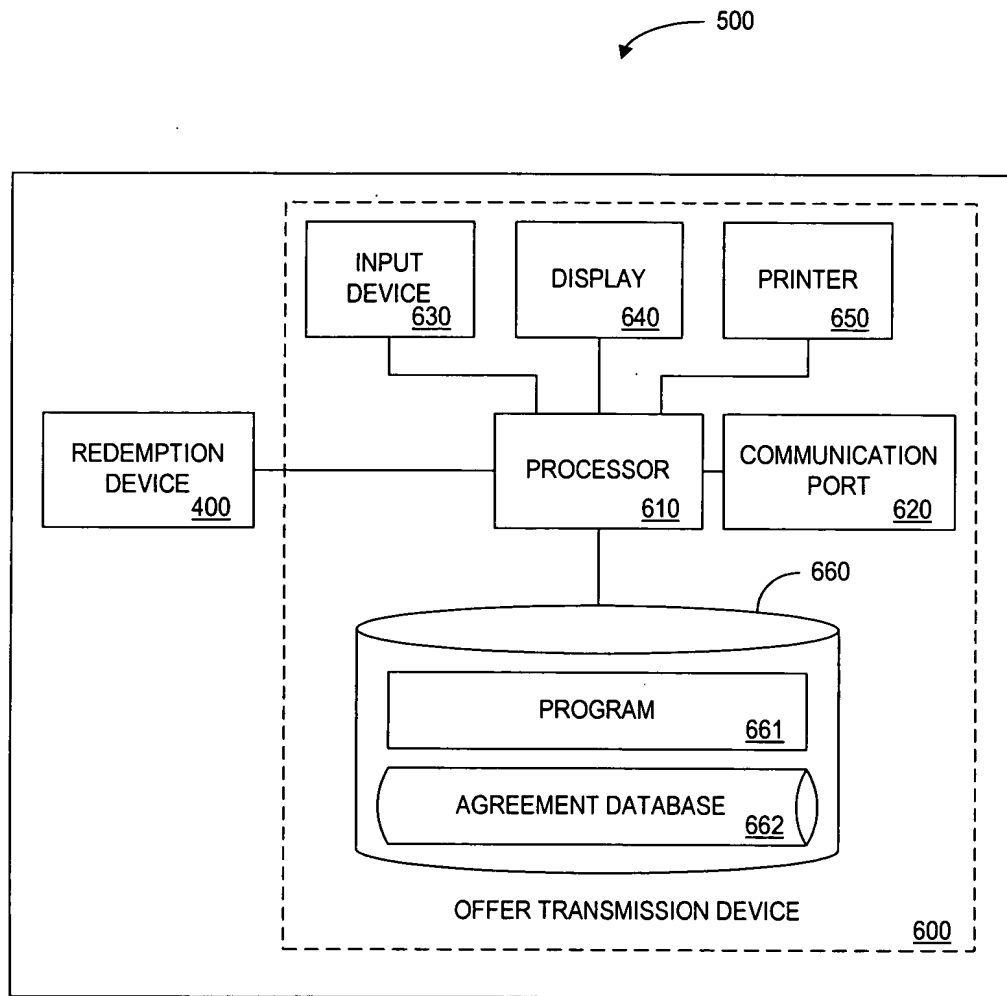


FIG. 5

800

<u>810</u> RETAILER IDENTIFIER	<u>820</u> RETAILER NAME	<u>830</u> LOCATION	<u>840</u> TELEPHONE NUMBER	<u>850</u> MANAGER NAME	<u>860</u> TIER	<u>870</u> REGION
R-3252	AMOCO #36	111 ALPHA ST. BETA, USA	(201) 775-4236	BETTY WHITE	HIGH	A
R-9665	MOBIL #128	314 APPLE ST. NORMAL, USA	(973) 551-1221	JOHN SMITH	HIGH	A
R-4251	TOM'S GAS STATION	26 ZED RD. WEIRD, USA	(914) 432-3897	TOM D. HARRY	MEDIUM	A
R-6678	BOB'S DISCOUNT GAS	10 CHEAP AVE. ST. AUDREY, USA	(408) 232-5991	BOB LEMON	LOW	B
R-1211	CHEVRON #552	1 GULL ST. BIRD, USA	(505) 733-8951	SARA LEE	MEDIUM	C

FIG. 6





1000

REGION: A			
RETAILER TIER	LOWEST ACCEPTABLE OFFER PRICE (87 OCTANE)	LOWEST ACCEPTABLE OFFER PRICE (89 OCTANE)	LOWEST ACCEPTABLE OFFER PRICE (93 OCTANE)
1020	1030	1040	1050
HIGH	\$1.50 / GAL.	\$1.65 / GAL.	\$1.70 / GAL.
MEDIUM	\$1.21 / GAL.	\$1.42 / GAL.	\$1.53 / GAL.
LOW	\$1.00 / GAL.	\$1.15 / GAL.	\$1.23 / GAL.

FIG. 8

REDEMPTION IDENTIFIER 1110	AGREEMENT PRODUCT 1120	AGREEMENT PRICE 1130	QUANTITY REMAINING 1140	RETAILER IDENTIFIER 1150
RED 9291	87 OCTANE	\$1.45 / GAL.	20 GAL.	R-4251
RED 2222	89 OCTANE	\$1.75 / GAL.	30 GAL.	R-9665
RED 4321	93 OCTANE	\$1.80 / GAL.	18 GAL.	R-3252
RED 1234	89 OCTANE	\$1.60 / GAL.	40 GAL.	--
RED 9219	89 OCTANE	\$1.63 / GAL.	26.5 GAL.	R-4251

1100


FIG. 9

FIG. 10

1200

REDEMPTION IDENTIFIER <u>1210</u>	RETAILER IDENTIFIER <u>1220</u>	PRODUCT <u>1230</u>	RETAIL PRICE <u>1240</u>	QUANTITY REDEEMED <u>1250</u>	TIME REDEEMED <u>1260</u>	ADDITIONAL PURCHASES <u>1270</u>
RED 9291	R-4251	87 OCTANE	\$1.50 / GAL.	9.5 GAL.	2/15/03 17:35	-
RED 4321	R-3252	93 OCTANE	\$1.85 / GAL.	11.2 GAL.	2/15/03 20:17	SM. COFFEE \$0.99
RED 2222	R-9665	89 OCTANE	\$1.83 / GAL.	12 GAL.	2/15/03 23:19	-
RED 1234	R-3252	89 OCTANE	\$1.78 / GAL.	10.5 GAL.	2/15/03 23:25	-

FIG. 10

 1300

<div style="display: flex; justify-content: space-between;"> <span>RETAILER IDENTIFIER: R-4251</span> <span><u>1310</u></span> </div>		
<div style="text-align: center;">PRODUCT</div> <div style="text-align: right;"><u>1320</u></div>	<div style="text-align: center;">RETAIL PRICE</div> <div style="text-align: right;"><u>1330</u></div>	<div style="text-align: center;">TIME UPDATED</div> <div style="text-align: right;"><u>1340</u></div>
87 OCTANE	\$1.48 / GAL.	2/14/03 14:53
89 OCTANE	\$1.65 / GAL.	2/13/03 10:43
93 OCTANE	\$1.70 / GAL.	2/13/03 23:05

FIG. 11

1400

REGION: A		
1410		
RETAILER IDENTIFIER 1420	TARGET MARKET SHARE 1430	PRESENT MARKET SHARE 1440
R-3252	60%	50%
R-9665	20%	25%
R-4251	20%	25%

FIG. 12

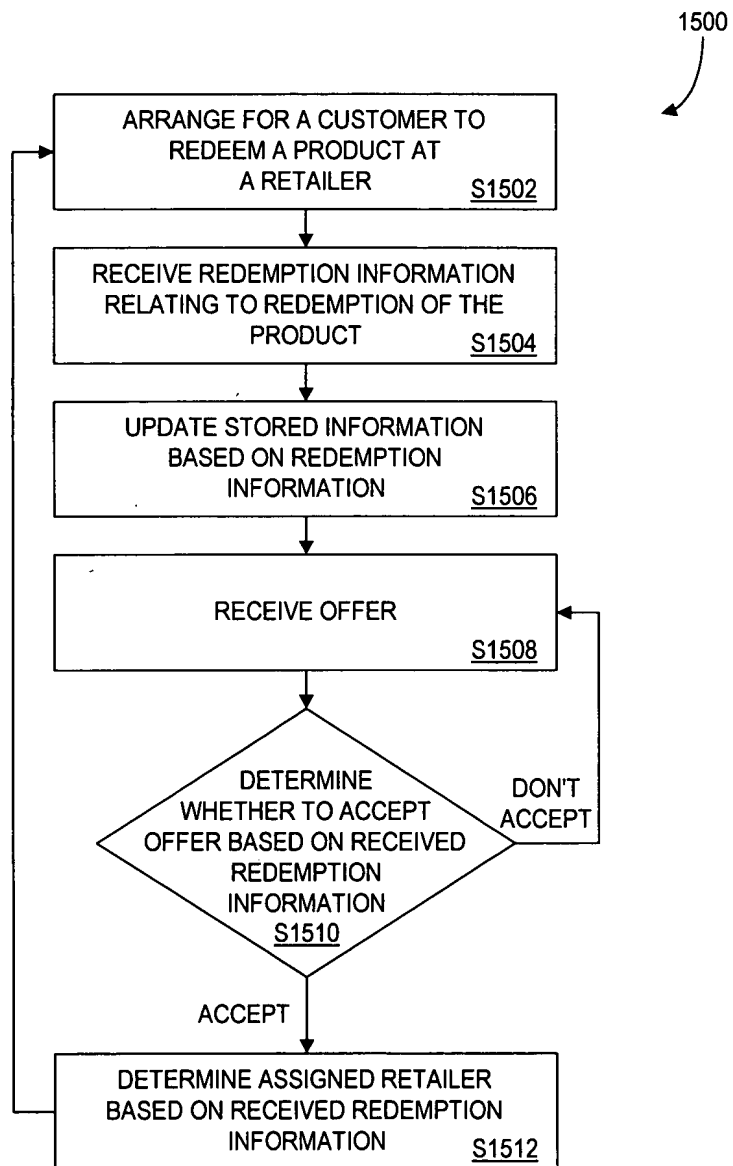


FIG. 13

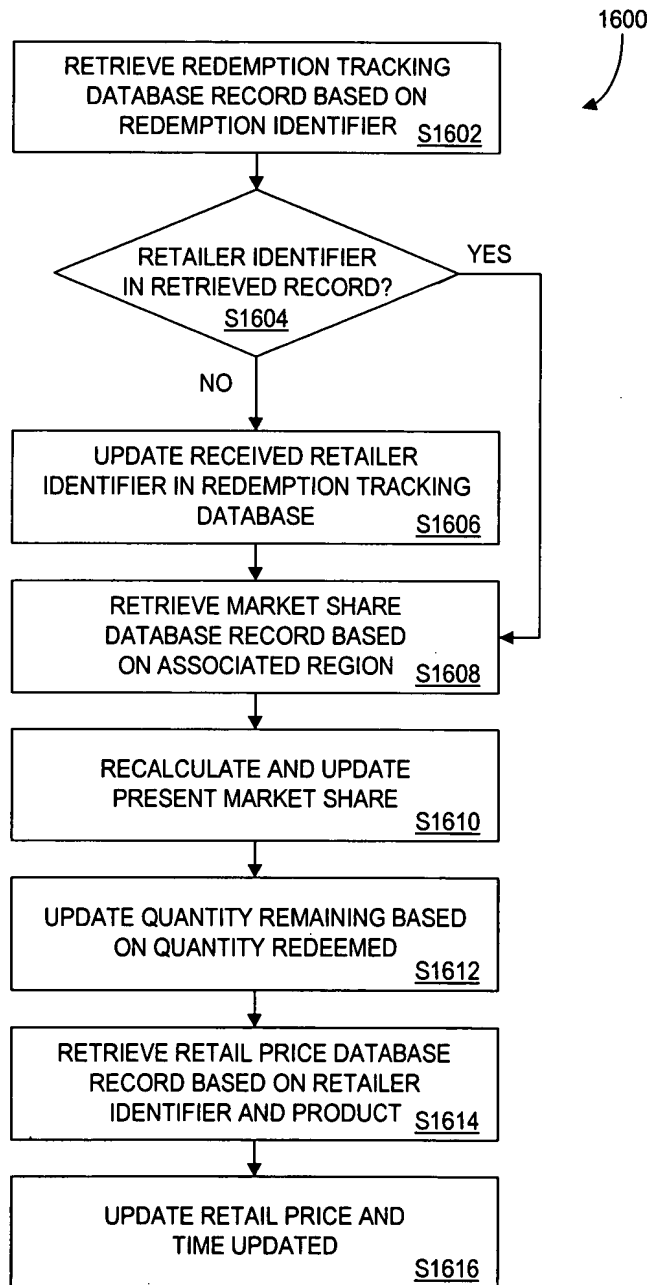


FIG. 14



REDEMPTION IDENTIFIER <u>1210</u>	RETAILER IDENTIFIER <u>1220</u>	PRODUCT <u>1230</u>	RETAIL PRICE <u>1240</u>	QUANTITY REDEEMED <u>1250</u>	TIME REDEEMED <u>1260</u>	ADDITIONAL PURCHASES <u>1270</u>
RED 1234	R-3252	89 OCTANE	\$1.78 / GAL.	10.5 GAL.	2/15/03 23:25	--

1200

REDEMPTION IDENTIFIER <u>1110</u>	PRODUCT <u>1120</u>	AGREEMENT PRICE <u>1130</u>	QUANTITY REMAINING <u>1140</u>	PREFERRED RETAILER IDENTIFIER <u>1150</u>
RED 1234	89 OCTANE	\$1.60 / GAL.	40 GAL.	--

1100

REGION: A <u>1410</u>		
RETAILER IDENTIFIER <u>1420</u>	TARGET MARKET SHARE <u>1430</u>	PRESENT MARKET SHARE <u>1440</u>
R-3252	60%	50%
R-9665	25%	20%
R-4251	15%	30%

1400

REGION: A <u>1410</u>		
RETAILER IDENTIFIER <u>1420</u>	TARGET MARKET SHARE <u>1430</u>	PRESENT MARKET SHARE <u>1440</u>
R-3252	60%	52.5%
R-9665	25%	19%
R-4251	15%	28.5%

1400

REDEMPTION IDENTIFIER <u>1110</u>	AGREEMENT PRODUCT <u>1120</u>	AGREEMENT PRICE <u>1130</u>	QUANTITY REMAINING <u>1140</u>	RETAILER IDENTIFIER <u>1150</u>
RED 1234	89 OCTANE	\$1.60 / GAL.	29.5 GAL.	R-3252

1100

FIG. 15

1200

REDEMPTION IDENTIFIER <u>1210</u>	RETAILER IDENTIFIER <u>1220</u>	PRODUCT <u>1230</u>	RETAIL PRICE <u>1240</u>	QUANTITY REDEEMED <u>1250</u>	TIME REDEEMED <u>1260</u>	ADDITIONAL PURCHASES <u>1270</u>
RED 1234	R-3252	89 OCTANE	\$1.78 / GAL.	10.5 GAL.	2/15/03 23:25	--

FIG. 15A

1100

REDEMPTION IDENTIFIER <u>1110</u>	AGREEMENT PRODUCT <u>1120</u>	AGREEMENT PRICE <u>1130</u>	QUANTITY REMAINING <u>1140</u>	RETAILER IDENTIFIER <u>1150</u>
RED 1234	89 OCTANE	\$1.60 / GAL.	40 GAL.	--

FIG. 15B

1400

REGION: A			1410
RETAILER IDENTIFIER 1420	TARGET MARKET SHARE 1430	PRESENT MARKET SHARE 1440	
R-3252	60%	50%	
R-9665	25%	20%	
R-4251	15%	30%	

FIG. 15C

1400

REGION: A		
1410		
RETAILER IDENTIFIER 1420	TARGET MARKET SHARE 1430	PRESENT MARKET SHARE 1440
R-3252	60%	52.5%
R-9665	25%	19%
R-4251	15%	28.5%

FIG. 15D

1100

REDEMPTION IDENTIFIER <u>1110</u>	AGREEMENT PRODUCT <u>1120</u>	AGREEMENT PRICE <u>1130</u>	QUANTITY REMAINING <u>1140</u>	RETAILER IDENTIFIER <u>1150</u>
RED 1234	89 OCTANE	\$1.60 / GAL.	29.5 GAL.	R-3252

FIG. 15E

1200

REDEMPTION IDENTIFIER <u>1210</u>	RETAILER IDENTIFIER <u>1220</u>	PRODUCT <u>1230</u>	RETAIL PRICE <u>1240</u>	QUANTITY REDEEMED <u>1250</u>	TIME REDEEMED <u>1260</u>	ADDITIONAL PURCHASES <u>1270</u>
RED 9219	R-4251	87 OCTANE	\$1.50 / GAL.	9.5 GAL.	2/15/03 17:35	--

FIG. 16A

1300

RETAILER IDENTIFIER: R-4251 <u>1310</u>		
PRODUCT <u>1320</u>	RETAIL PRICE <u>1330</u>	TIME UPDATED <u>1340</u>
87 OCTANE	\$1.48 / GAL.	2/14/03 14:53

FIG. 16B

1300

RETAILER IDENTIFIER: R-4251 <u>1310</u>		
PRODUCT <u>1320</u>	RETAIL PRICE <u>1330</u>	TIME UPDATED <u>1340</u>
87 OCTANE	\$1.48 / GAL.	2/15/03 17:35

FIG. 16C

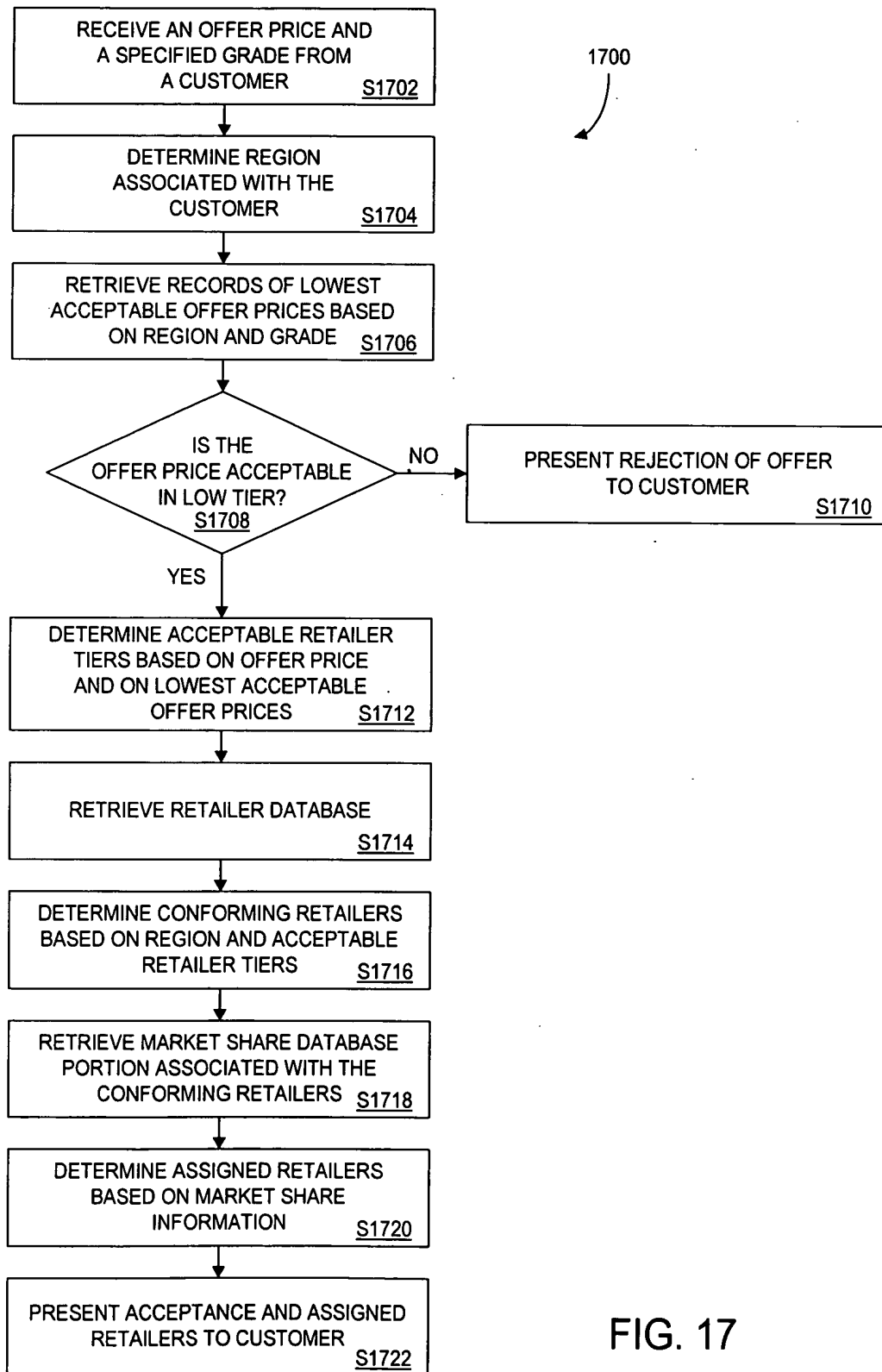


FIG. 17



1000  
↙

REGION: A	
	<u>1010</u>
RETAILER TIER  <u>1020</u>	LOWEST ACCEPTABLE OFFER PRICE (87 OCTANE)  <u>1030</u>
HIGH	\$1.50 / GAL.
MEDIUM	\$1.21 / GAL
LOW	\$1.00 / GAL.

FIG. 18